BRAND HONG KONG GUIDELINES

Updated May 2012

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Brand Hong Kong Signature

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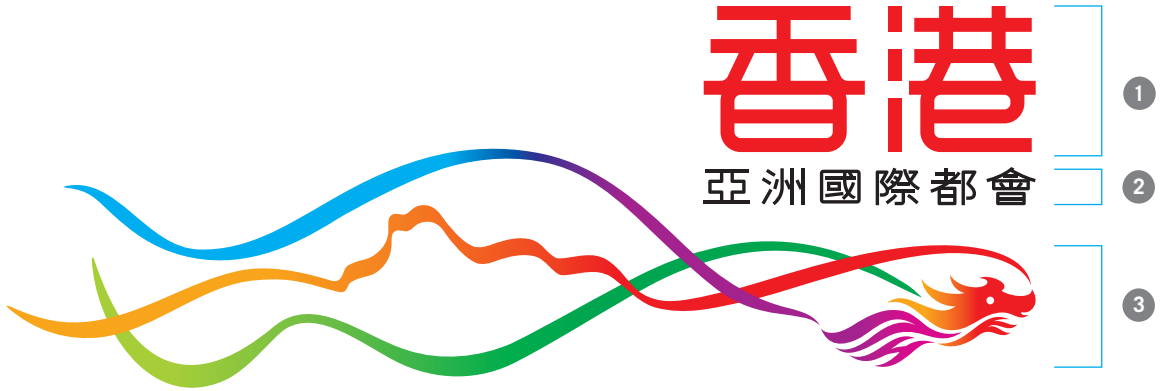
A.1 | Signature Elements



The Brand Hong Kong signature comprises of three elements:

1. The Brand Hong Kong logotype
2. The Brandline
3. The Dragon symbol with extending ribbons graphic

All elements are set in fixed format and proportion. They are not to be altered.

A.2 | Dragon Symbol and Ribbons Graphic

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1. The Dragon symbol with extending ribbons graphic is a unique design that is copyright protected.

2. The Dragon symbol may be used on its own only in exceptional cases.

The Dragon symbol is a modernised interpretation of a Chinese mythical icon. It represents Hong Kong's unique fusion of East meets West.

The blue and green ribbons that extend from the Dragon symbolise blue sky and a sustainable environment, while the red ribbon is a silhouette of Lion Rock, which represents Hong Kong people's "can-do" spirit.

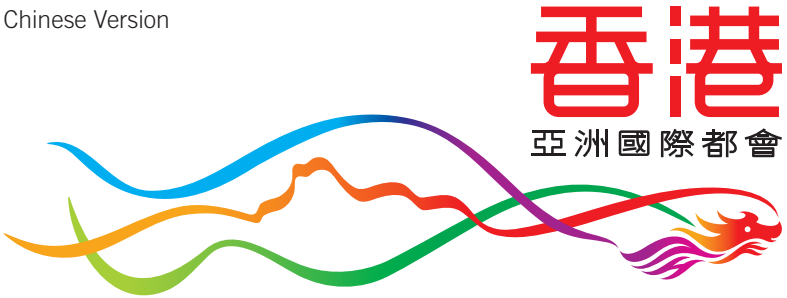
A.3.1 | Minimum Size with Brandline

English Version

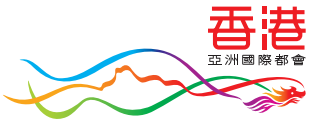
Minimum Size

40mm

Chinese Version



Minimum Size



40mm

Bilingual Version

Minimum Size

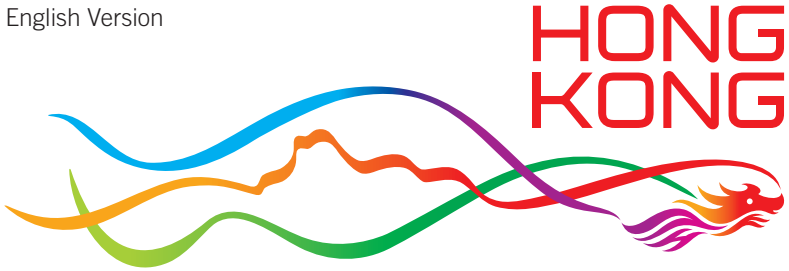
40mm

Whenever possible, use the primary version of the Brand Hong Kong signature as shown. The primary signature is the full colour Dragon with extending ribbons graphic, the logotype and brandline.

The single language version, either Chinese or English, is preferred for primary usage. The bilingual version may be used if the content is entirely bilingual.

A.3.2 | Primary Signature without Brandline

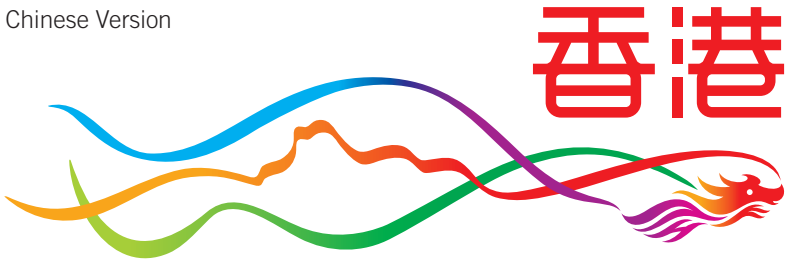
English Version



Minimum Size

30mm

Chinese Version



Minimum Size

30mm

Bilingual Version

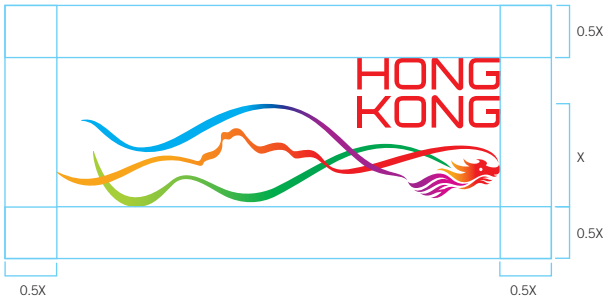
Minimum Size

30mm

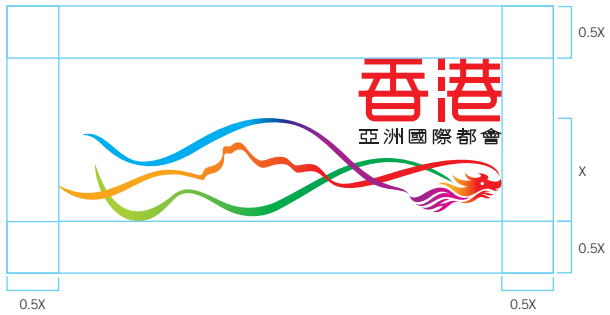
The primary signature may also be used without the brandline if the brandline, “Asia’s world city”, appears elsewhere on the same surface, or if space is limited.

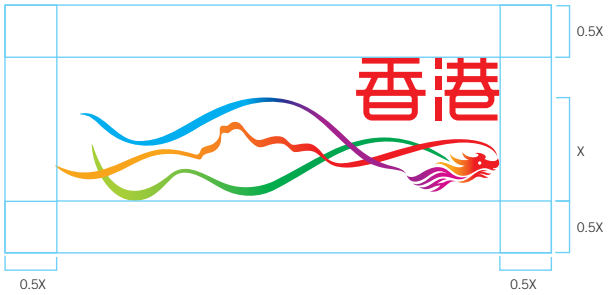
A.3.3 | Minimum Clear Space

English Version

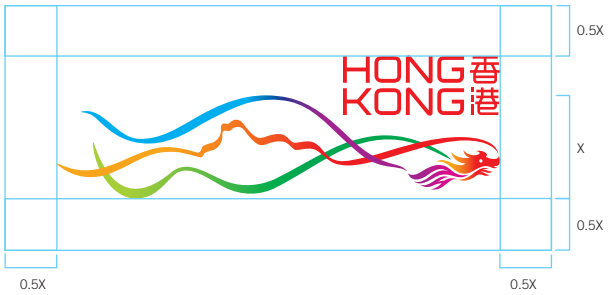


Chinese Version





Bilingual Version



Always maintain more than the minimum clear space around the Brand Hong Kong signature to preserve its integrity.

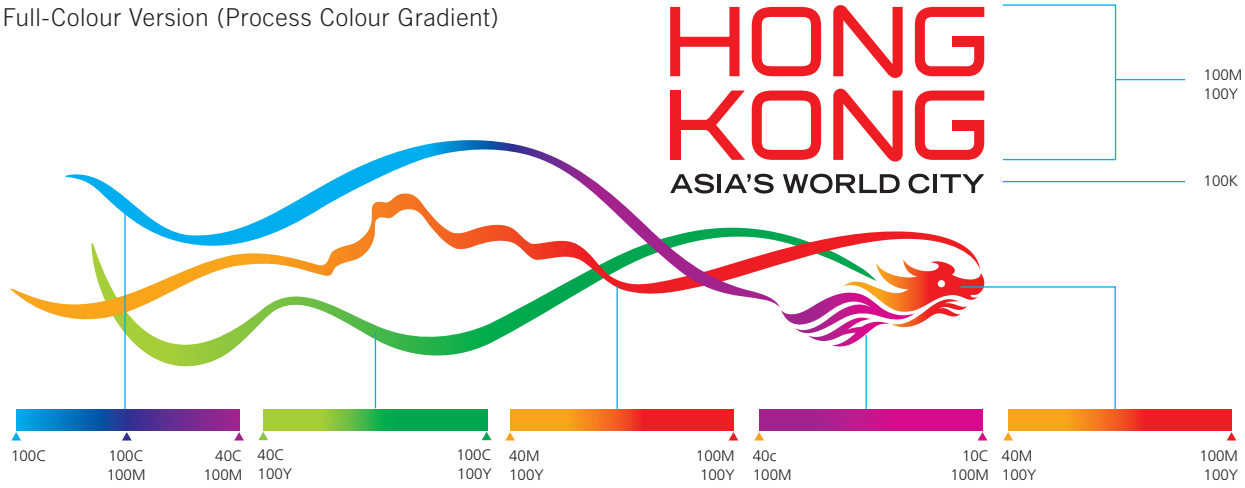
To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space for the Brand Hong Kong signature is no less than 0.5X around the signature.

A.4.1 | Colour Guide – Full Colour Versions

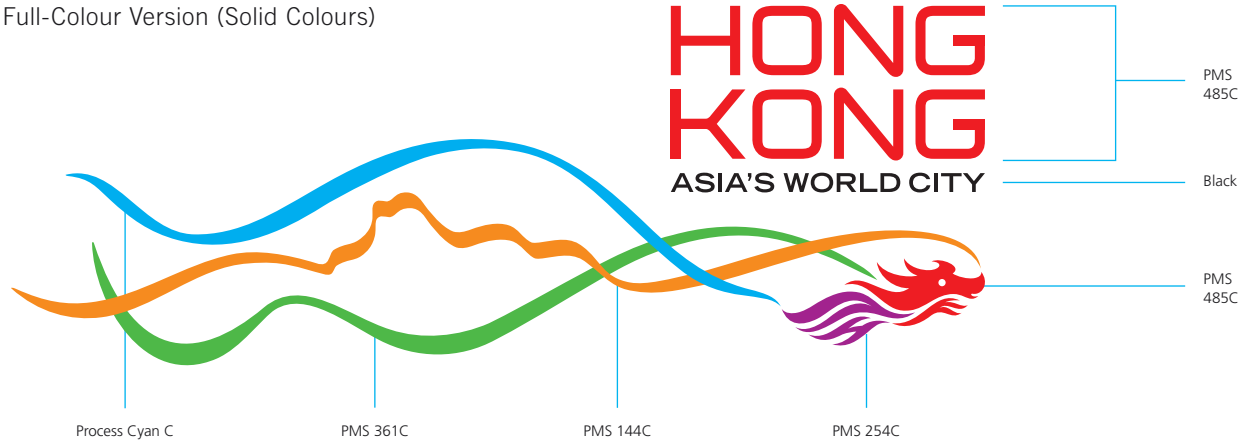
1

Full-Colour Version (Process Colour Gradient)



2

Full-Colour Version (Solid Colours)



1. Whenever possible, the logo should be reproduced in gradient colours on a solid colour background that offers sufficient contrast. To reproduce the full brightness of the signature colours, 4-colour printing is preferred.

2. The logo in solid colours may be used if gradient colour production is not possible.

A.4.2 | Colour Guide – Single Colour Versions

1

Single-Colour Version (Red)

2

Single-Colour Version (Yellow)

3

Single-Colour Version (Black)

1 2 The logo in single colour, red (Pantone 485C) or yellow (Pantone 1235C), may be used in situations where the full-colour signature blends in with the background or cannot be reproduced.

3 The logo in single colour, black, may be used only for black and white production, or in situations where the other single-colour versions and full-colour versions are not suitable.

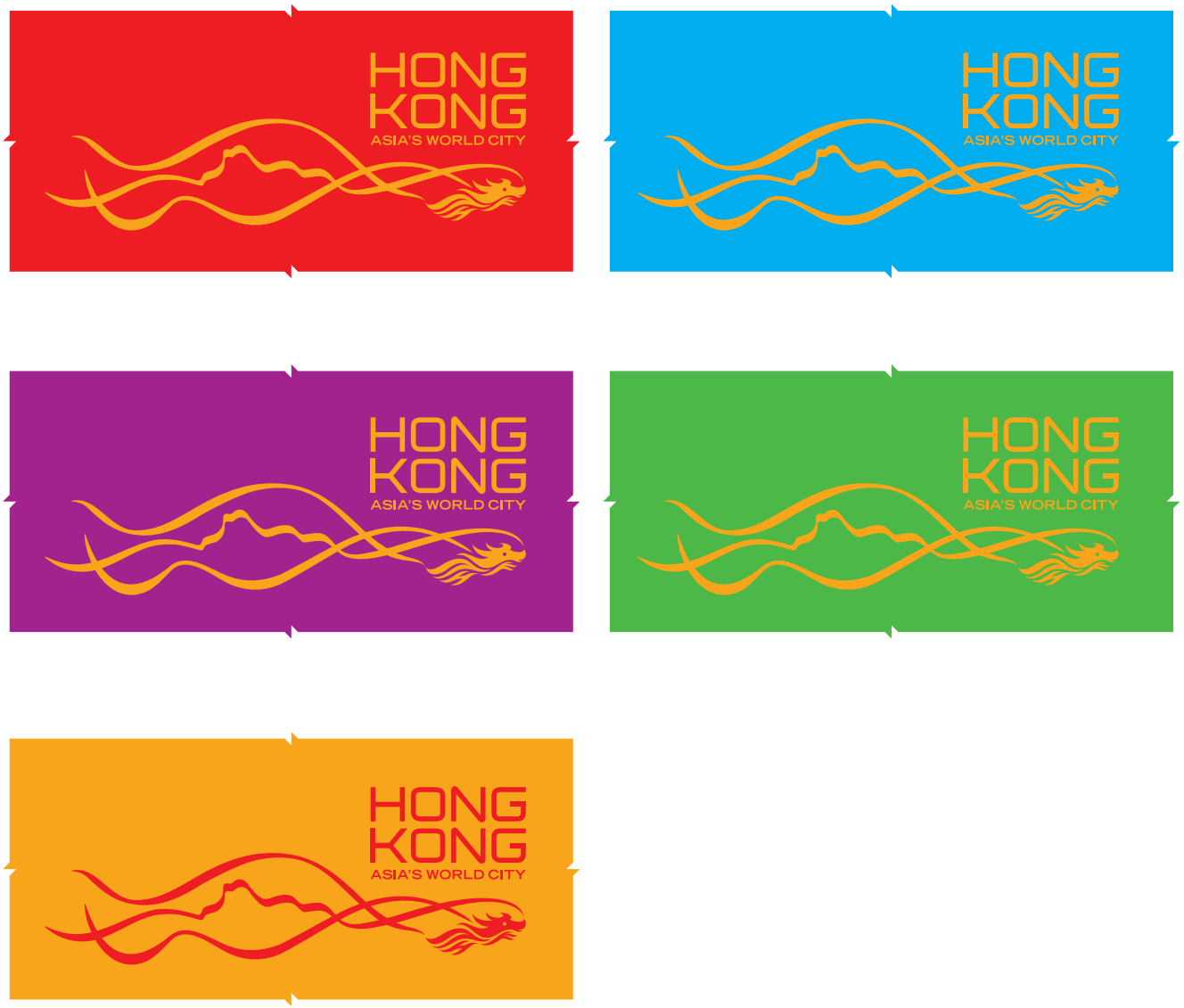
A.5.1 | Background Colours – Preferred Colours

The preferred background colours of Brand Hong Kong are white and black.

Full-Colour Version on Preferred Background Colour (white)

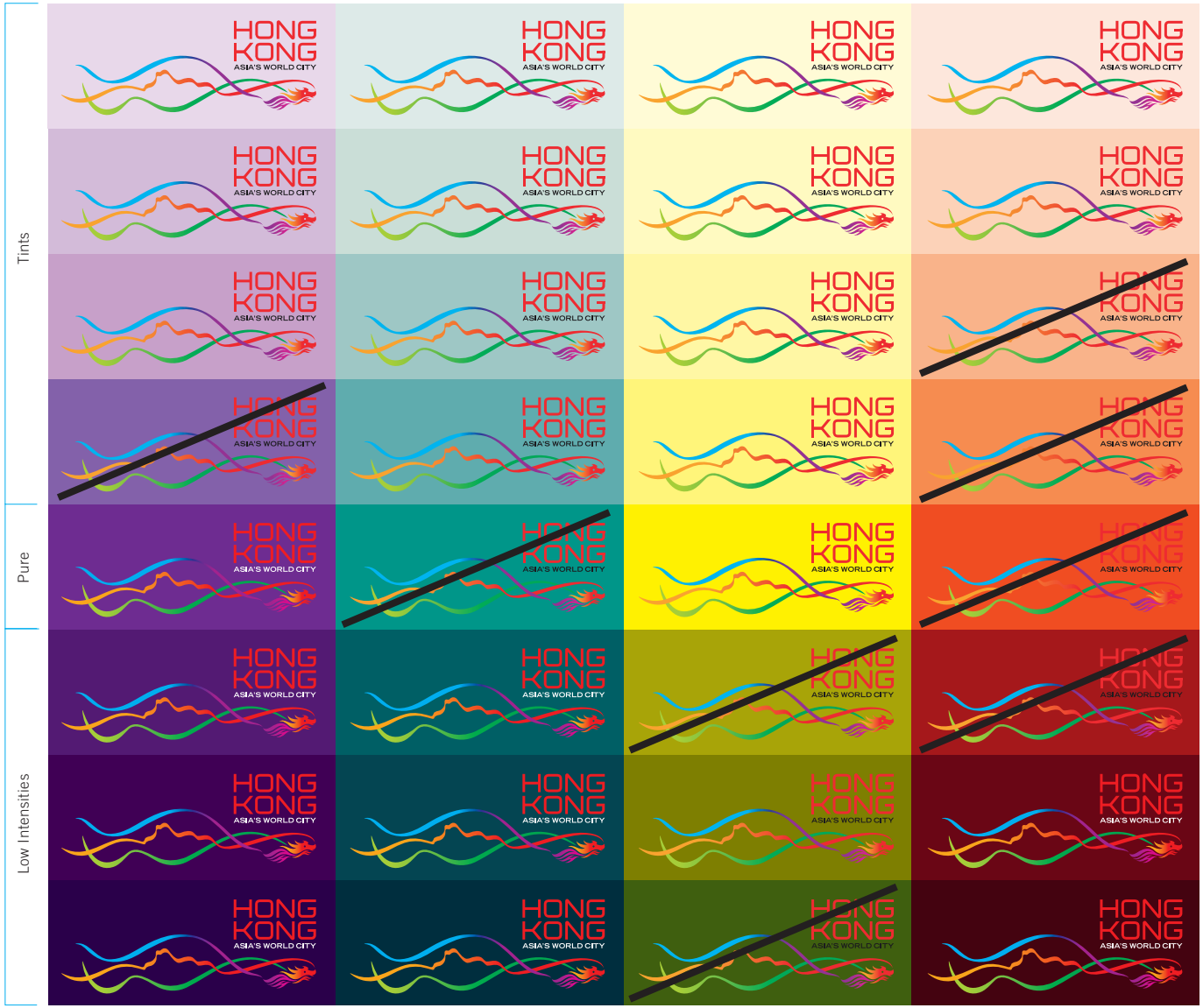
Full-Colour Version on Preferred Background Colour (black)

A.5.2 | Background Colours – Signature Colours



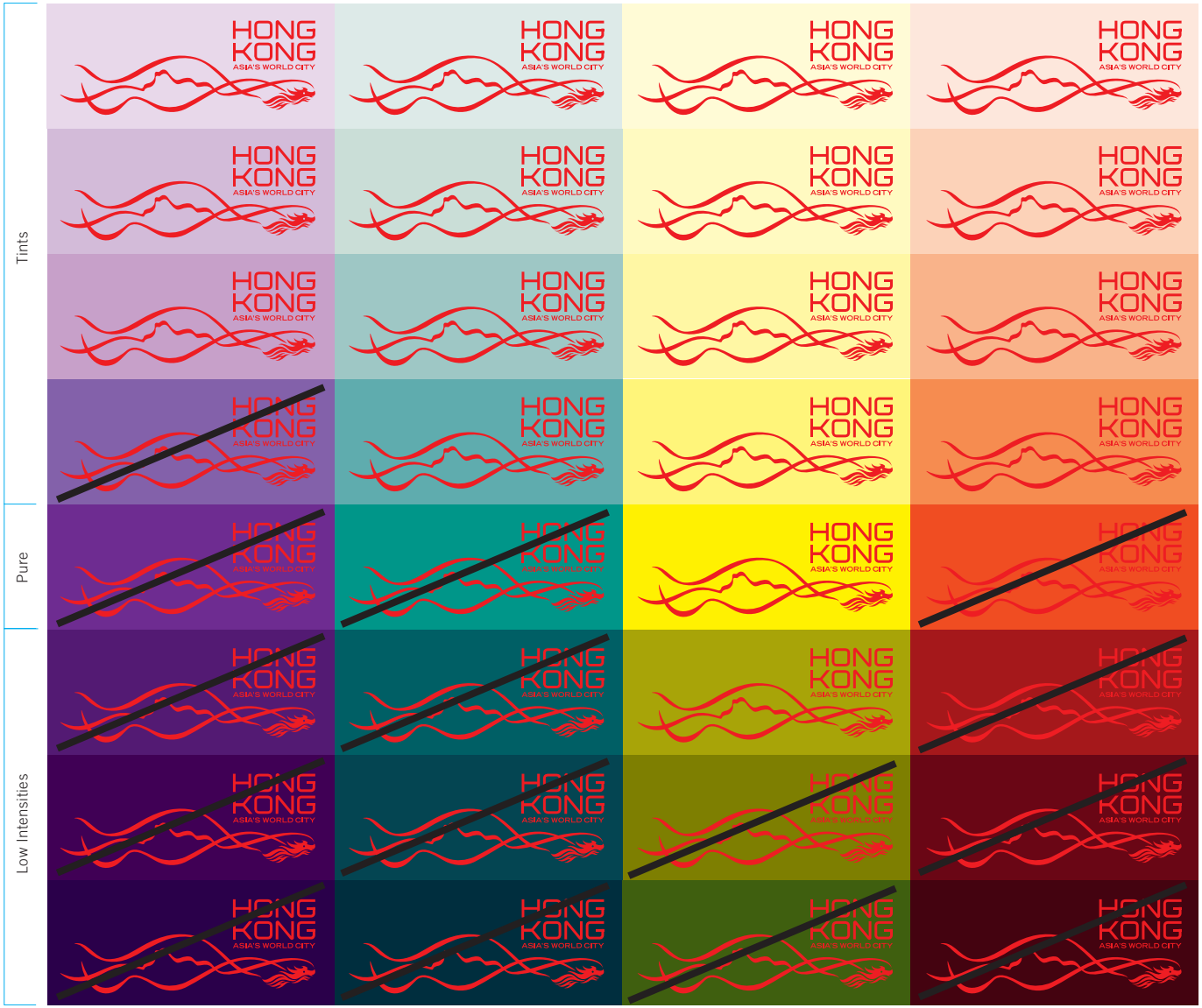
The single-colour logo, red (Pantone 485C/M100Y100) and yellow (Pantone 1235C/M40Y100), may be used on Brand Hong Kong signature background colours.

A.5.3 | Background Colours – Full Colour Signature



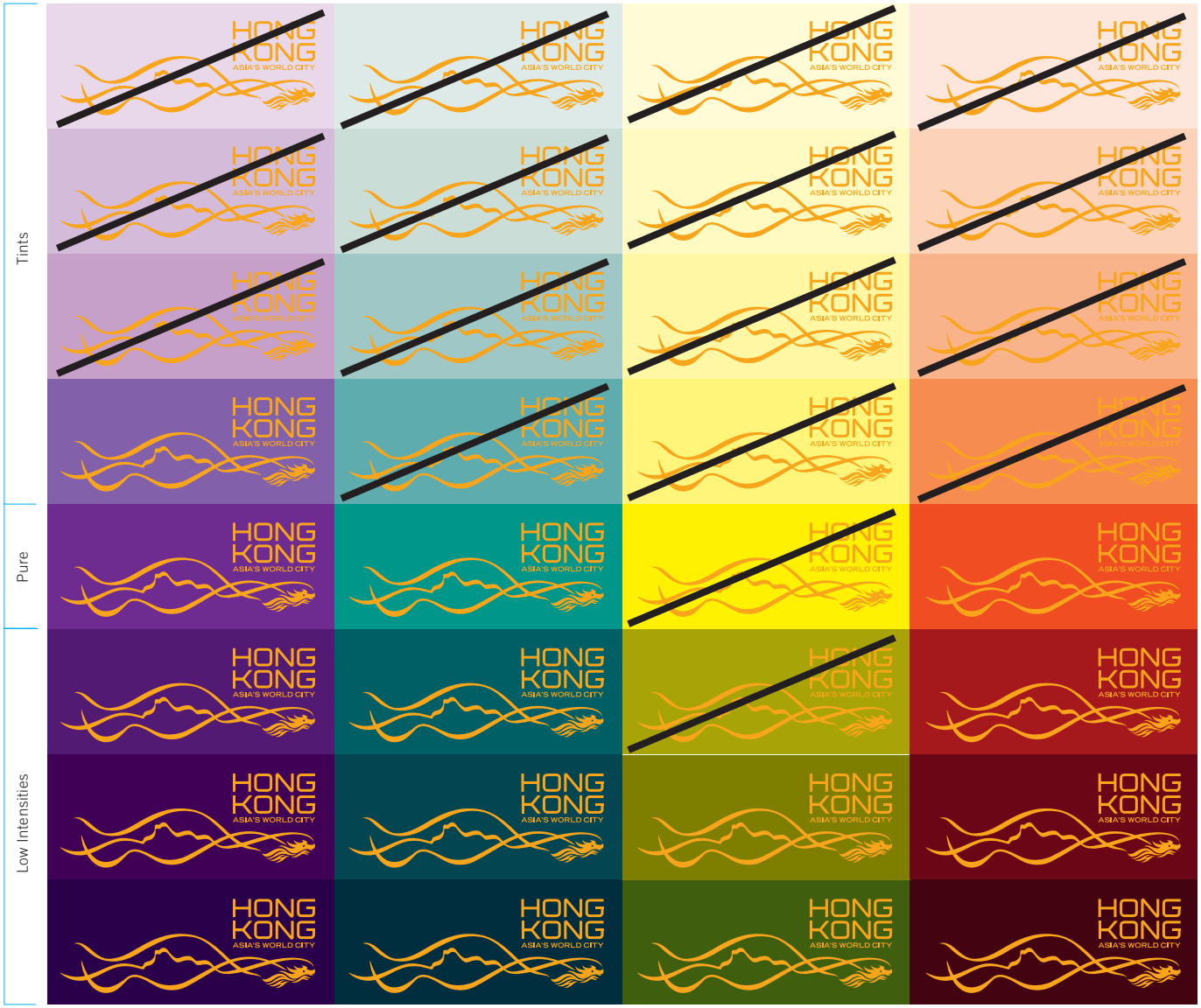
It is recommended to use the full-colour signature wherever possible. However, if it is not possible to use the full-colour signature or when the background colour does not offer sufficient contrast to show the entire logo clearly, the single-colour signature may be used.

A.5.4 | Background Colours – Single Colour Signature (Red)



When it is necessary to apply the single-colour signature, use the red logo in Pantone 485C/M100Y100 on pale background colours.

A.5.5 | Background Colours – Single Colour Signature (Yellow)



When it is necessary to apply the single-colour signature, use the yellow logo in Pantone 1235C/M40Y100 on dark backgrounds.

A.6 | Incorrect Usage

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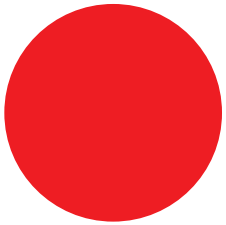
The Brand Hong Kong signature must always be applied thoughtfully, carefully and appropriately. The examples on this page illustrate incorrect use of the signature.

1. Never flip the Dragon symbol in print.
2. Never place any other graphic device around the signature.
3. Never rearrange the colour gradation of the logo.
4. Never change the typography in the signature.
5. Never reposition and resize the signature elements.
6. Never distort the shape and proportion of the signature.
7. Never reproduce the signature on a complex background or a background that does not offer sufficient contrast.
8. Creating an outline around the signature is not perferred.

Note: Final decision on application of the BrandHK signature is subject to approval by the BrandHK Management Unit.

A.7 | Colour Palette

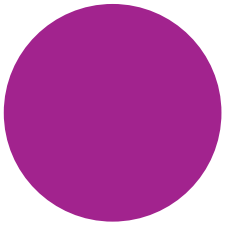
Dragon Colours



PMS485C

Process Colour
100M 100Y

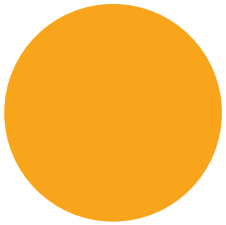
RGB Value
R: 255 G: 0 B: 0



PMS 254C

Process Colour
40C 100M

RGB Value
R: 152 G: 55 B: 142

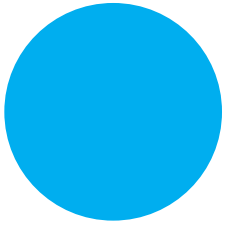


PMS1235C

Process Colour
40M 100Y

RGB Value
R: 227 G: 164 B: 19

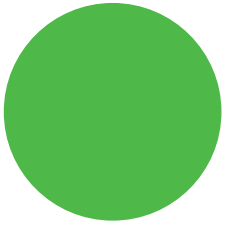
Ribbon Colours



PMS Process Cyan C

Process Colour
100C

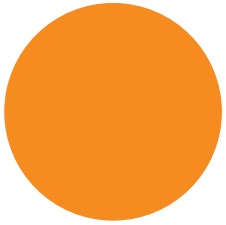
RGB Value
R: 43 G: 170 B: 225



PMS 361C

Process Colour
70C 100Y

RGB Value
R: 116 G: 173 B: 62



PMS 144C

Process Colour
55M 100Y

RGB Value
R: 248 G: 152 B: 56

A.8.1 | Typeface

Trade Gothic LH Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $¥£@®©™æ§#ø¢%°&∞!;:~–"/()[]<>+-÷=

Trade Gothic LH Bold Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $¥£@®©™æ§#ø¢%°&∞!;:~–"/()[]<>+-÷=

Trade Gothic LT Standard Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $¥£@®©™æ§
#ø¢%°&∞!;:~–"/()[]<>+-÷=

Trade Gothic LT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $¥£@®©™æ§
#ø¢%°&∞!;:~–"/()[]<>+-÷=

Trade Gothic LT Std Bold No.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $¥£@®©™æ§
#ø¢%°&∞!;:~–"/()[]<>+-÷=

正線體
中文字體示範

中黑體
中文字體示範

黑體
中文字體示範

粗黑體
中文字體示範

A.8.2 | Logotype & Brandline

The Brand Hong Kong logotype and brandline may be used on its own in special circumstances to fit specific design purposes. Some suggested versions of Brand Hong Kong logotype and brandline are shown on this page.

HONG KONG
ASIA'S WORLD CITY

香港
亞洲國際都會

HONG KONG
ASIA'S WORLD CITY

香港亞洲國際都會

香港亞洲國際都會
HONG KONG
ASIA'S WORLD CITY

香港
亞洲國際都會

HONG KONG
ASIA'S WORLD CITY

香港
亞洲國際都會
HONG KONG
ASIA'S WORLD CITY

A.8.3 | Logotype & Brandline Colours

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2

There are specific colour combinations for the Brand Hong Kong logotype and brandline.

1. Black and White
2. Red (Pantone 485C) and Black
3. Red (Pantone 485C) and White
4. All Red (Pantone 485C)
5. All Yellow (Pantone 1235C)

3

4

5

SECTION B

Brand Hong Kong Graphics Adaptation

B.1 Circular Ribbons

B.2 Free Style Ribbons

B.3.1 Icons Graphic

B.3.2 Icons Graphic – Adaptations

B.1 | Circular Ribbons

1

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3

1. Booklets
2. T-shirts
3. Paper Bag

B.2 | Free Style Ribbons

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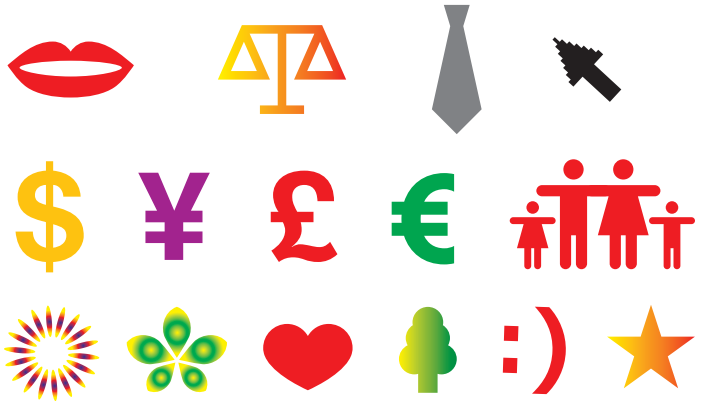
4

1. Promotional items
2. Indoor Banners
3. Airplane
4. Free Standing Banners

B.3.1 | Icons Graphic

FREE
ENTERPRISING
EXCELLENCE
INNOVATIVE
QUALITY LIVING

COSMOPOLITAN
SECURE
CONNECTED
DIVERSE
DYNAMIC



B.3.2 | Icons Graphic – Adaptations

1

2

3

1. Booklet
2. Outdoor Billboards
3. Tattoos